

FOR IMMEDIATE RELEASE

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Fibrant Adds ESPN3 Broadband Service

Fibrant Internet Customers to Receive Free Access to ESPN3 Website

Salisbury, NC December 29, 2010 – The City of Salisbury announced today that Fibrant, the city's state-of-the-art Fiber to the Home utility, has added ESPN3 to its menu of broadband services. With this latest addition, Fibrant Internet customers will receive free access to the popular ESPN3 website located at www.ESPN3.com. ESPN3 provides a broadband network with live sports programming and broadcasts thousands of live games and events online each year. The majority of broadcast events are exclusive to ESPN3, while others are broadband-enhanced versions of games from one of ESPN's television networks.

This season, ESPN3 will provide live coverage of more than 300 collegiate football games and more than 1000 collegiate basketball games. Additional sports programming will include the NBA, MLB, UEFA Champions League Soccer, The Masters, U.S. Open Golf, Grand Slam Tennis, and more. ESPN3 members can also enjoy a fully-interactive online experience with access to real time in-game stats, scoreboards, and live chat. Previously broadcast ESPN3 games and events are available to viewers through an online archive system.

Fibrant Marketing Manager Len Clark notes that subscribers using a Fibrant connection will see a "Powered by Fibrant" logo in the top right corner of their screen when they visit the ESPN3 website. Clark further explains, "Gaining free access to the ESPN3 website is very simple for our Fibrant customers. Subscribers, who already possess an ESPN login name, can use their established login to enter the ESPN3 site. Other subscribers, new to ESPN login, will need to complete a quick, one-time registration to gain access." Fibrant customers can utilize ESPN3's convenient, remote access feature to view online games and sporting events from any high-speed Internet connection.

Fibrant rolled out a scheduled soft-launch of services on November 1, 2010. Fibrant installers are currently installing TV, telephone, and internet services for Salisbury residents and businesses. New subscribers may call 704-216-7567 or email info@fibrant.com to request Fibrant services. Residential Rates for Fibrant broadband services are as follows:

Mbps	Price
15x15	\$45 (Fibrant's Base Access Speed)
25x25	\$65
50x50	\$85
75x75	\$105

100x100 \$125

Fibrant offers a \$5 residential discount for bundling with one additional service and a \$10 discount for bundling with two additional services. To learn more about Fibrant, please visit us on the web at www.fibrant.com.

The City of Salisbury is an equal opportunity employer with over 180 different job classifications and 400 full time positions. For more information regarding the City of Salisbury and its services and departments, please visit us on the web at www.salisburync.gov. To receive updates regarding local initiatives, meetings, programs, and events, please join the City of Salisbury's Facebook users group at www.salisburync.gov/facebook or follow us on Twitter at <http://twitter.com/CitySalisburyNC>.

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